

EXHIBIT IN THE USA PAVILION AT



WORLD ORGANIC TRADE FAIR
February 24-27, 2005 • Nuremberg, Germany



With 1,900 exhibitors and nearly 30,000 trade visitors from 67 countries, **BioFach** has become the world's leading international organic trade exhibition (www.biofach.com).

The USA Pavilion at **BioFach** is endorsed by the United States Department of Agriculture, Foreign Agricultural Service and supported by the U.S. Organic Export Initiative (www.fas.usda.gov).

Your company may be eligible to take advantage of a financial support program that helps offset the cost of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive reimbursement for up to 50% of exhibition-related expenses, including exhibiting fees, international travel costs, set-up rental and freight. (www.fas.usda.gov/agexport/psinfo.html).

The USA Pavilion at **BioFach 2005** ensures

- prominent show presence
- affordable participation alternatives
- state-of-the-art design and quality
- proven management and service quality

Participation in the USA Pavilion is open to companies and organizations selling and promoting certified organic U.S. products (i.e., **at least 51% U.S. origin computed on a value or volume basis**), their overseas subsidiaries, agents, representatives, and licensees.

For additional information contact:
B-FOR International USA
A Division of Bieneck International
Phone: (540) 373-9935
Email: radkins@exhibitpro.com

* REMOVAL OPTION *

Complete below and fax to (540) 372-1414 or email radkins@exhibitpro.com

Company Name: _____
Fax Number: _____
Email Address: _____

- ☐ Check here if you do not wish to receive information about BioFach.
- ☐ Check here if you do not wish to receive information about any USDA-endorsed trade shows.

The USA Pavilion at BioFach 2005 offers a variety of participation alternatives designed to meet the objectives of all prospective exhibitors.

Want an easy, cost-effective participation alternative?

COMPLETE BOOTH

Includes a fully furnished booth with dedicated meeting space, full access to all USA Pavilion services, and entry in the USA Pavilion Directory.

Need less space but all the same services?

WORK STATION

First-time Exhibitors Only

Includes a fully furnished work station with full access to all USA Pavilion services and entry in the USA Pavilion Directory.

Want to be in the USA Pavilion but bring your own custom booth display or have one built for you?

PAVILION SPACE ONLY

Includes space, full access to all USA Pavilion services, and entry in the USA Pavilion Directory.

Can't attend BioFach but still want your products to be there?

NEW TO MARKET SHOWCASE

First-Time Exhibitors Only

Includes product display staffed by the U.S. Organic Export Initiative/Organic Trade Association and entry in the USA Pavilion Directory. At the conclusion of the show all product inquiries and leads will be forwarded to the exhibitor.

Want to walk the show and use the USA Pavilion services as needed?

SERVICE PACKAGE

Includes full access to all USA Pavilion services including meeting space.

USA PAVILION SERVICES

USDA Information Booth
Hospitality Lounge
Meeting Space
Business Services:
Phone/Fax
Word Processing
Internet



BIOFACH 2005 USA PAVILION APPLICATION

February 24-27, 2005, Nuremberg, Germany

DEADLINE: October 1, 2004



Exhibitor Information

EXHIBITOR: _____ PRINCIPAL CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COUNTRY: _____

PHONE: () _____ FAX: () _____ E-MAIL: _____

Participation Options Please specify quantities

I. Pavilion Space Only (Minimum 12 m ²)	Complete Booth (Minimum 6 m ²)	Work Station (First-time Exhibitors Only)	New to Market Showcase (First-time Exhibitors Only)	Service Package	
_____ m ² @ 225 € / m ²	_____ m ² @ 425 € / m ²	_____ @ 1,500 €	_____ @ 420 €	_____ @ 500 €	= _____ €

II. Co-Exhibitors (Co-Exhibitors are only permitted in Pavilion Space Only and 9 m² Complete Booth Options)

_____ Co-Exhibitors @ 500 € each + _____ €

III. Mandatory Promotion Package

Charged by the Organizer, this fee includes basic entry in the printed and online catalogs.

+ 250 €

TOTAL = _____ €

Upon completion of application please transfer 50% deposit to:

Bieneck International, Inc., Berliner Sparkasse, Theodor-Heuss-Platz 8, 14052 Berlin, Germany, BLZ 100 500 00, Account # 0770007660

Special Requests Please check appropriate box

☐ 1 Corner ☐ 2 Corners (Peninsula) ☐ 4 Corners (Island) ☐ Contact me about custom booth proposals

(There is a 10% premium per requested corner.)

Every effort will be made to accommodate requests for corner space or particular locations.

Authorized Signature Applicant has read, understands, and is bound by the Terms and Conditions of Participation printed below.

X _____ Date _____

Name _____ Title _____

Mail or fax completed application to:
B-FOR International USA
701 Kenmore Ave., Suite 220
Fredericksburg, VA 22401, USA
Phone: + 1 (540) 373-9935
Fax: + 1 (540) 372-1414

Terms & Conditions of Participation

B-FOR International, hereinafter referred to as B-FOR, and the exhibiting organization, hereinafter referred to as the Exhibitor, by the signing of the USA Pavilion Application do hereby agree to and are bound by the following conditions of participation:

I. B-FOR agrees:

- To carry out the project described in the Invitation, on the condition that the requisite number of exhibitors apply.
- To provide the following exhibition services: overall stand/exhibition design, fabrication, installation and dismantling of rental display system, furniture and standard identification signs; electrical for normal usage; access to business services, exhibitor lounge and other services described in the Invitation.

II. The Exhibitor agrees:

- To submit a completed Application for participation, duly signed, and transfer required fees to: Bieneck International, Inc., Berliner Sparkasse, Theodor-Heuss-Platz 8, 14052 Berlin, Germany, BLZ 100 500 00, Account # 0770007660.
- To make payments to B-FOR for exhibit space and stand equipment as well as for additional services as ordered and/or contracted. In all cases where an Exhibitor has co-exhibitors within its group exhibit, the primary Exhibitor is responsible for all the group's payments.
- To keep a fully equipped and staffed stand in the USA Pavilion during all open hours throughout the entire show. If Exhibitor fails to comply, B-FOR may make provisions to equip and staff the Exhibitor's stand at Exhibitor's expense.

D. To carry its own property and liability insurance.

E. To take responsibility for all costs for shipping, duties, and handling of all own printed material and all own exhibits, and the removal of said material from the exhibition site after the close of the show.

III. Other conditions:

- Applications will be processed in the order they are received. B-FOR and NurembergMesse reserve the right to accept or refuse Applications for any reason. Confirmation of participation, as well as space allocation, is made solely by B-FOR.
- All Applicants to the USA Pavilion at BioFach 2004 must meet The BioFach Admission Criteria established by NurembergMesse. Furthermore, participation in the USA Pavilion is governed by the following conditions:
 - All products exhibited by exhibitors in the USA Pavilion must be at least 51% U.S. origin computed on a value or volume basis; B-FOR International has authority to remove any non-U.S. products from an exhibitor's booth.
 - All product labels must indicate that products were either produced or processed in the United States.
- USA Pavilion participation is open to U.S. companies and organizations, their overseas subsidiaries, agents, representatives and licensees only.
- Exhibitors may not sublease contracted booth space without written consent from B-FOR.

E. Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the success of any participant in the USA Pavilion. The only contractual obligation B-FOR assumes are those expressly made herein or mutually agreed to in writing. The Exhibitor releases B-FOR and NurembergMesse from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the USA Pavilion, or by reasons of acts by Exhibitor, its agents, employees, contracted labor or clients.

F. If, for any reason, the Exhibitor cancels participation, and a written notice is received by B-FOR before October 1, 2004, no cancellation fees will apply. Exhibitors who cancel participation before November 1, 2004 will incur a \$500 cancellation fee. The balance of all fees must be paid no later than December 1, 2004, after which date no refunds will be made and the Exhibitor is bound to pay 100% of all fees paid and due. Any reduction in space size after an Application has been submitted will be treated as a cancellation.

G. The payment submitted with an Application is fully refundable in the event the Exhibitor is not approved by B-FOR or no more exhibit space is available.

H. Additional charges invoiced by B-FOR, must be paid within ten (10) business days of invoice date. Past due invoices are subject to a finance charge of 1.5% per month.

I. These Terms and Conditions amend and supersede all other conditions, rules and regulations laid down by the Show Organizers.

Please retain a copy of this Application for your records.